



# DAVIS COUNTY TOURISM PROFILE

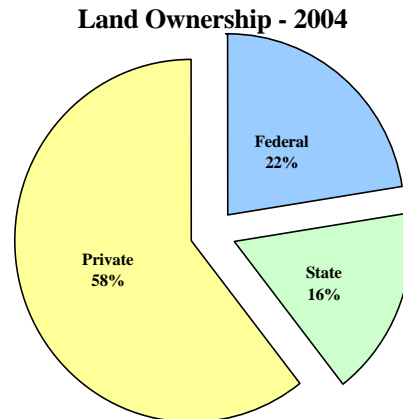
| County Indicator                             | 1998       | 1999       | 2000       | 2001(o)    | 2001(n)   | 2002       | 2003       | % Change<br>2002-2003 | State<br>Ranking |
|--|------------|------------|------------|------------|-----------|------------|------------|-----------------------|------------------|
| <b>DEMOGRAPHIC</b>                           |            |            |            |            |           |            |            |                       |                  |
| Population                                   | 230,937    | 235,912    | 238,994    | 244,330    | 244,845   | 250,265    | 256,554    | 2.5%                  | 3                |
| Total Non-Ag Employment                      | 80,192     | 82,248     | 82,234     | 87,739     |           | 88,902     | 89,722     | 0.9%                  | 3                |
| Non-Ag Avg Monthly Wage                      | \$2,087    | \$2,155    | \$2,290    | \$2,392    |           | \$2,497    | \$2,585    | 3.5%                  | 5                |
| Per Capita Income                            | \$21,896   | \$22,543   | \$23,963   | \$24,649   | \$25,430  | \$25,947   | \$26,510   | 2.2%                  | 3                |
| Unemployment Rate                            | 3.5%       | 3.5%       | 3.0%       | 3.8%       |           | 5.2%       | 5.2%       | 0.0%                  | 9                |
| <b>SPENDING &amp; EMPLOYMENT</b>             |            |            |            |            |           |            |            |                       |                  |
| Spending by Travelers (Millions)             | \$266.0    | \$272.7    | \$282.1    | \$277.6    | \$262.7   | \$262.0    | \$264.0    | 0.8%                  | 4                |
| Travel & Tourism Related<br>Employment       | 4,922      | 5,111      | 5,340      | 5,521      | 7,419     | 7,592      | 7,915      | 4.3%                  | 2                |
| <b>TOURISM TAX REVENUES (000s)</b>           |            |            |            |            |           |            |            |                       |                  |
| Local Tax Revenues from<br>Traveler Spending | \$5,532.0  | \$5,672.3  | \$5,867.2  | \$5,773.0  | \$7,213.0 | \$5,485.0  | \$5,527.0  | 0.8%                  | 4                |
| Gross Taxable Room Rents                     | \$13,429   | \$13,330   | \$15,291   | \$14,559   |           | \$22,185   | \$15,833   | -28.6%                | 7                |
| Transient Room Tax                           | \$402.9    | \$399.9    | \$458.7    | \$436.8    |           | \$665.5    | \$475.0    | -28.6%                | 7                |
| Restaurant Tax                               | \$1,543.8  | \$1,623.3  | \$1,716.2  | \$1,787.3  |           | \$1,893.8  | \$1,937.3  | 2.3%                  | 3                |
| Car Rental Tax                               | \$22.8     | \$89.0     | \$84.8     | \$29.3     |           | \$109.6    | \$108.6    | -0.9%                 | 3                |
| Gross Taxable Retail Sales (millions)        | \$2,333.0  | \$2,501.5  | \$2,561.9  | \$2,690.5  |           | \$2,759.2  | \$2,795.0  | 1.3%                  | 3                |
| <b>REGIONAL VISITATION COUNTS</b>            |            |            |            |            |           |            |            |                       |                  |
| S.L. Airport Passengers                      | 20,297,371 | 19,944,556 | 19,900,770 | 18,914,891 |           | 18,652,758 | 18,466,756 | -1.0%                 |                  |
| Lagoon Amusement Park                        | 1,150,000  | 1,210,000  | 1,200,000  | 1,100,000  |           | 1,100,000  | 1,100,000  | 0.0%                  |                  |
| Willard Bay S.P.                             | 300,702    | 307,114    | 340,580    | 302,189    |           | 308,206    | 206,968    | -32.8%                |                  |
| This Is The Place S.P.                       | 300,931    | 290,036    | 294,178    | 293,661    |           | 269,683    | 61,943     | -77.0%                |                  |
| Antelope Island S.P.                         | 362,128    | 329,751    | 343,410    | 291,163    |           | 288,907    | 268,732    | -7.0%                 |                  |
| Great Salt Lake S.P.                         | 56,585     | 136,496    | 142,433    | 144,272    |           | 136,238    | 139,254    | 2.2%                  |                  |
| East Canyon S.P.                             | 83,322     | 87,769     | 99,617     | 105,737    |           | 102,040    | 71,101     | -30.3%                |                  |
| Golden Spike N.H.S.                          | 46,203     | 47,012     | 45,273     | 44,510     |           | 47,242     | 45,023     | -4.7%                 |                  |
| Ft. Buenaventura S.P.                        | 42,813     | 44,217     | 47,441     | 24,154     |           | 12,400     | NA         | NA                    |                  |

r = revised

| Land Ownership - 2004         |                | % Total       |
|-------------------------------|----------------|---------------|
| <b>Total Acres in County</b>  | <b>173,291</b> | <b>100.0%</b> |
| <b>Federal Government</b>     | <b>37,605</b>  | <b>21.7%</b>  |
| BLM                           | 372            | 0.2%          |
| US Forest Service             | 37,233         | 21.5%         |
| National Recreation Areas     | --             | --            |
| National Parks                | --             | --            |
| National Wildlife Refuge      | --             | --            |
| USFS & BLM Wilderness Area    | --             | --            |
| Other*                        | 6,598          | 3.8%          |
| <b>State Government</b>       | <b>27,917</b>  | <b>16.1%</b>  |
| Utah State Parks & Recreation | 27,498         | 15.9%         |
| Utah State Wildlife Reserves  | 388            | 0.2%          |
| State Trust Lands             | 31             | 0.0%          |
| <b>American Indian</b>        | <b>--</b>      | <b>--</b>     |
| <b>Private**</b>              | <b>101,171</b> | <b>58.4%</b>  |

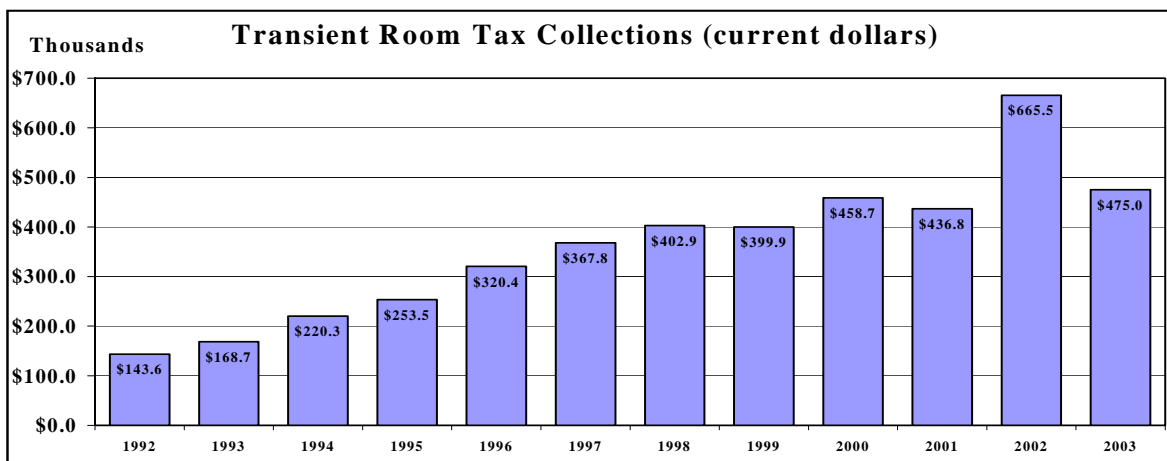
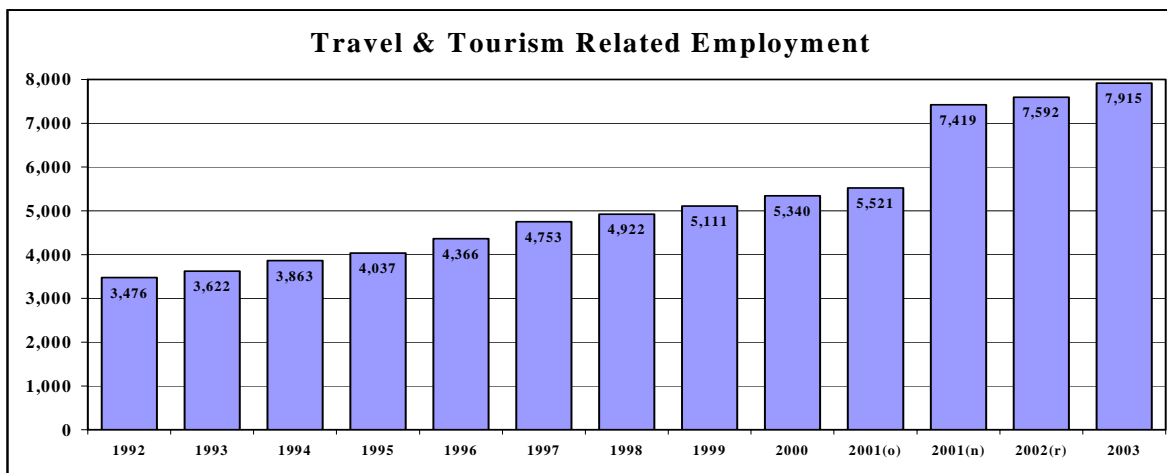
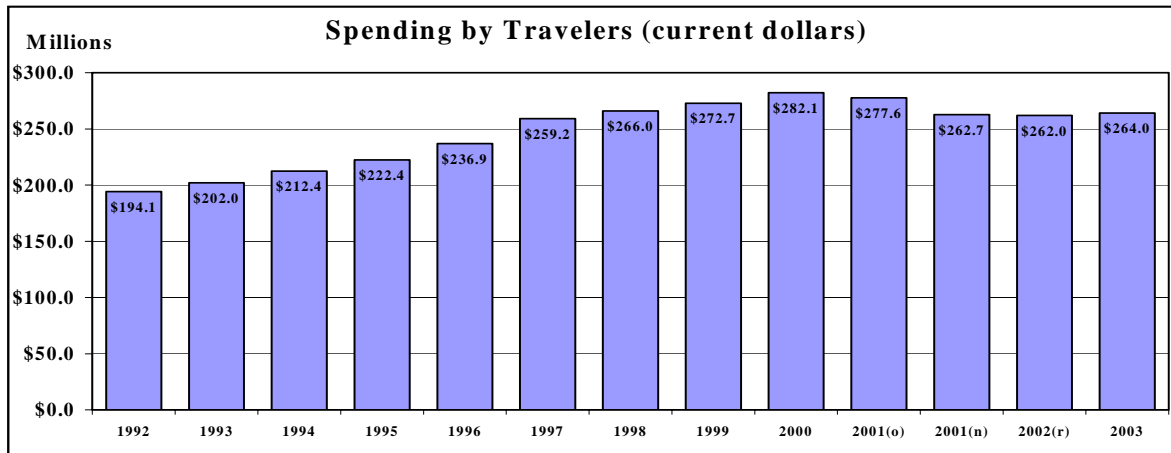
\*Includes Military and Bankhead Jones land

\*\*May include some local government land



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

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